

CAREER ASSISTANCE ADVISOR



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**PUBLIC AFFAIRS
AND WHAT THEY
CAN DO FOR YOU!**

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Aug 2004**

OVERVIEW

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- Role of Public Affairs
- The Tools of Public Affairs
- Teamwork (Public Affairs + Career Assistance Advisors)
- Where to get your Information
- Suggested Articles



Trusted Counsel to Leaders

- Understanding PA's Role

- Provides information and guidance on Career Decisions
- Helps CC develop information & motivation programs
- Monitors pay and benefits programs
- Counsels airman on opportunities and benefits
- Develops and conducts publicity programs
- Writes copy and edits simple news stories and advertisements

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THE RIGHT TOOLS FOR THE JOB

(PA's Responsibilities)

- PA Products

- Base Newspaper
- Commander's Calls
- Speakers Bureau
- Armed Forces Radio and TV Service
- AF Radio News
- AF TV News
- Lithographs



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COMMON DENOMINATOR

FOR ALL

PA CAPABILITIES

INFORMATION

Timely - Accurate - Credible

TEAMWORK

- Get to know your PA Staff
- Learn what works best for both of you
 - Does the base paper want an article or just the facts?
 - Commentary
 - Viewpoint (Opinion based / General AF topic)

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TEAMWORK (Con't)

- You are both Customer and Supplier
- Timeliness (know deadlines and meet them)
- Photo's are always welcome



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Where to Get Information?

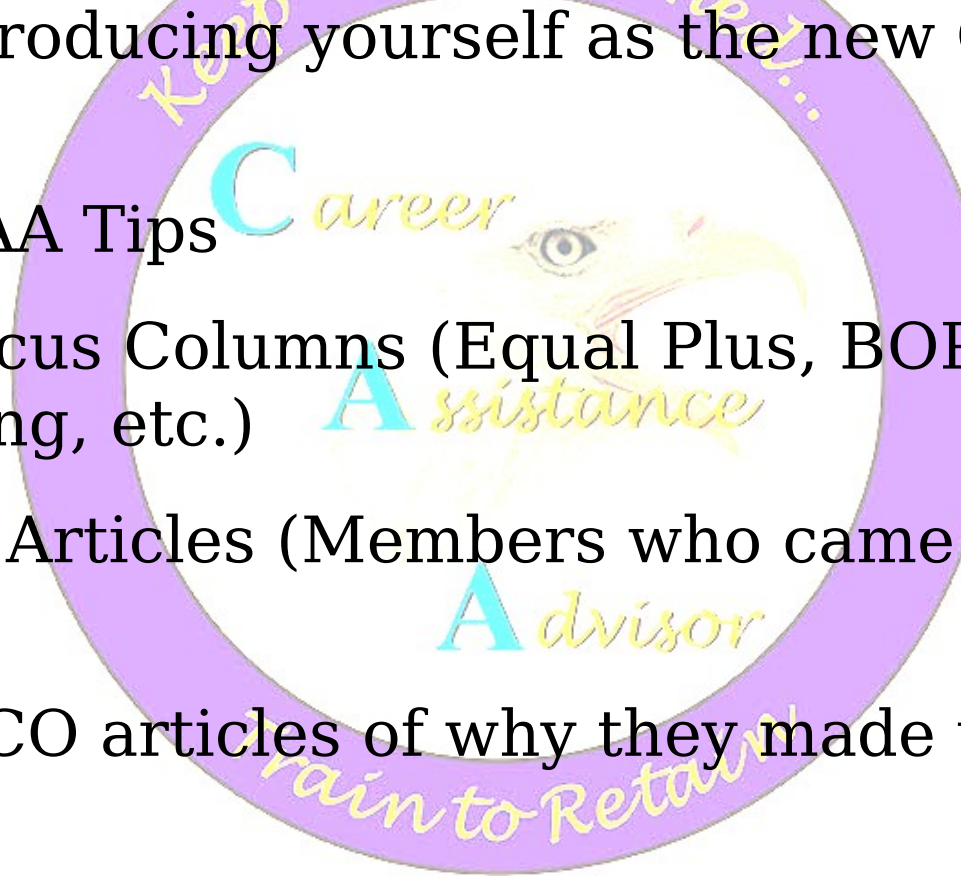
- Rely on your fellow CAAs (CD supplied)
 - Request articles/Cut & Paste/Plagiarize w/perm
- Keep current w/the following:
 - Early Bird
 - AFPC News
 - Aimpoint

-- MAJCOM News

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Integrity - Service - Excellence

SUGGESTED ARTICLES

- 
- Article introducing yourself as the new CAA to your Base
 - Weekly CAA Tips
 - Career Focus Columns (Equal Plus, BOPs, Crosstraining, etc.)
 - Retention Articles (Members who came back in and why?)
 - Guest SNCO articles of why they made the AF a Career
 - Always attempt to get what is hot (i.e. Force Shaping) at the moment into the paper

SUMMARY

- Public Affairs is an important piece of the puzzle for CAAs
- Start slow, build their confidence in you
- Once your established, utilize PA weekly if possible

